

K & I
Luxury crochet

K & I

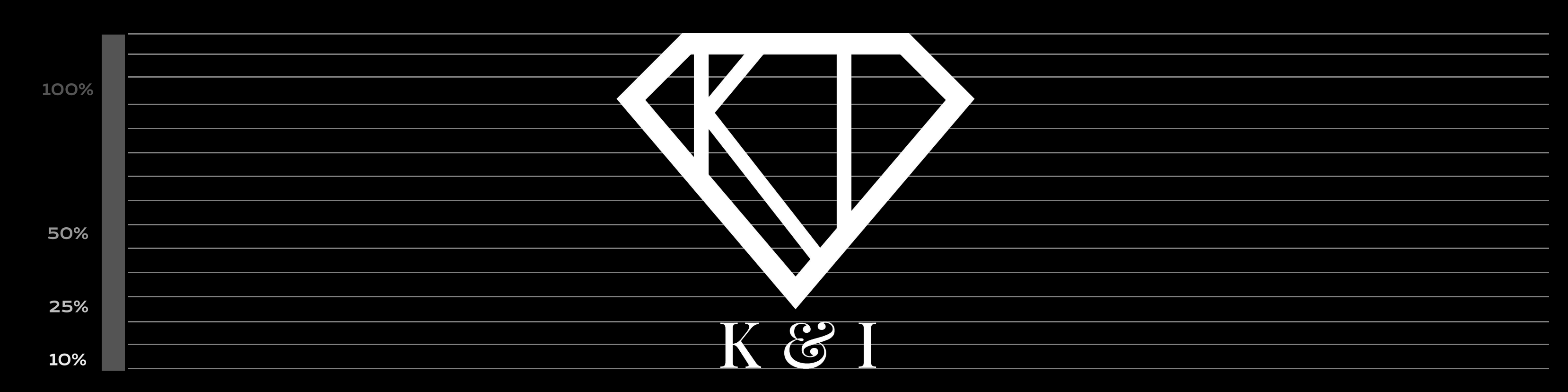
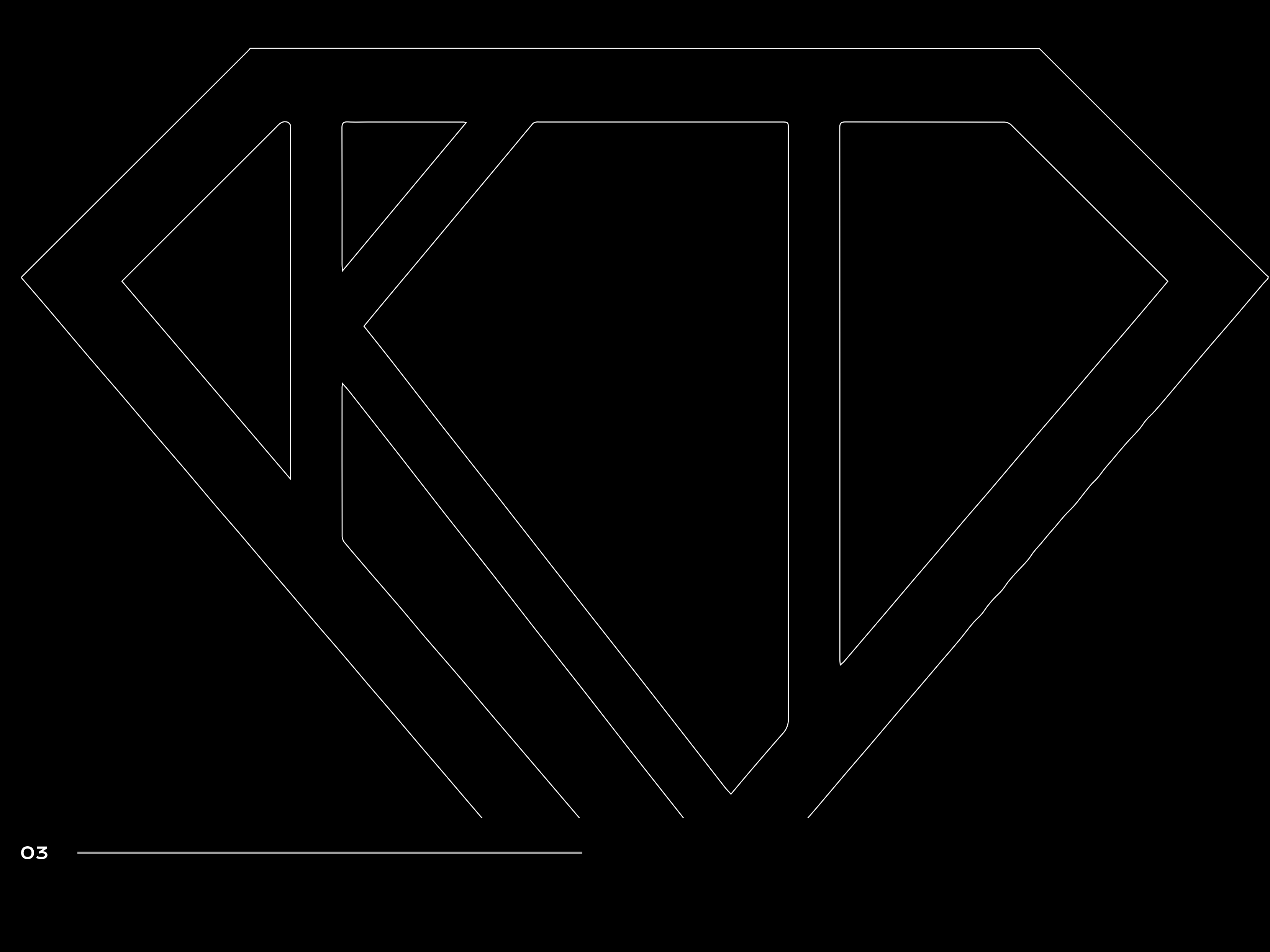
OVERVIEW

WHEN TWO ENTREPRENEURS APPROACHED ME TO DESIGN A LOGO FOR THEIR NEW VENTURE, I KNEW I WAS IN FOR AN EXCITING CHALLENGE. THESE TWO YOUNG WOMEN WERE EMBARKING ON A JOURNEY TO CREATE LUXURY, HIGH-END HANDCRAFTED BAGS SPECIFICALLY DESIGNED FOR GIRLS, OPERATING WITHIN THE COMPETITIVE FASHION INDUSTRY, THEIR BRAND HAD NO PRIOR IDENTITY, AND THEY NEEDED A LOGO THAT WOULD NOT ONLY INTRODUCE THEIR BUSINESS BUT ALSO ESTABLISH IT AS A SYMBOL OF LUXURY AND MODERN ELEGANCE.

THE TASK WAS CLEAR

CREATE A LOGO FEATURING THE CLIENTS' INITIALS THAT WOULD STAND OUT IN A LOCAL MARKET SATURATED WITH FASHION BRANDS. THE LOGO NEEDED TO CONVEY A MESSAGE OF LUXURY, MODERNITY, AND CLEANLINESS, ALIGNING PERFECTLY WITH THE BRAND'S PERSONALITY.

1. CLIENT'S INITIALS - K & I
2. LUXURY



RESEARCH AND DISCOVERY

INITIAL RESEARCH

TO KICK OFF THE PROJECT, I RESEARCHED LUXURY FASHION BRANDS TO UNDERSTAND THE VISUAL LANGUAGE OF THE INDUSTRY. I FOCUSED ON HOW COMPETITORS CONVEY LUXURY AND MODERNITY IN THEIR LOGOS, AIMING TO IDENTIFY OPPORTUNITIES TO CREATE SOMETHING UNIQUE AND MEMORABLE FOR THIS NEW BRAND.



THE CLIENTS WERE CLEAR THAT THEIR INITIALS NEEDED TO BE CENTRAL TO THE LOGO, REFLECTING THEIR PARTNERSHIP AND THE BRAND'S VALUES.

INITIALS (K I)



DESIGN PROCESS

LOGO ELEMENTS

THE FINAL LOGO IS A BLEND OF SIMPLICITY AND ELEGANCE, DESIGNED TO CAPTURE THE ESSENCE OF LUXURY WHILE ENSURING IT STANDS OUT IN THE CROWDED FASHION MARKET. THE INITIALS OF THE CLIENTS WERE CRAFTED INTO A CLEAN, MODERN MONOGRAM, ECHOING THE HIGH-END NATURE OF THE BRAND.



DIAMOND SHAPE, SYMBOLIZING LUXURY, STRENGTH, AND PRECISION—QUALITIES THAT THE BRAND EMBODIES IN ITS HANDCRAFTED BAGS.



THE INITIALS "K" AND "I" ARE METICULOUSLY INTEGRATED, FORMING A COHESIVE AND MEMORABLE MARK THAT REFLECTS THE PARTNERSHIP BEHIND THE BRAND.



K & I

BENEATH THE DIAMOND SITS THE BRAND NAME "K & I" RENDERED IN A SLEEK, ELEGANT TYPEFACE THAT EXUDES SERIOUSNESS AND SOPHISTICATION. THIS ALLOWS THE LOGO TO STAND ALONE AS A REPRESENTATION OF HIGH-END CRAFTSMANSHIP.

TYPOGRAPHY

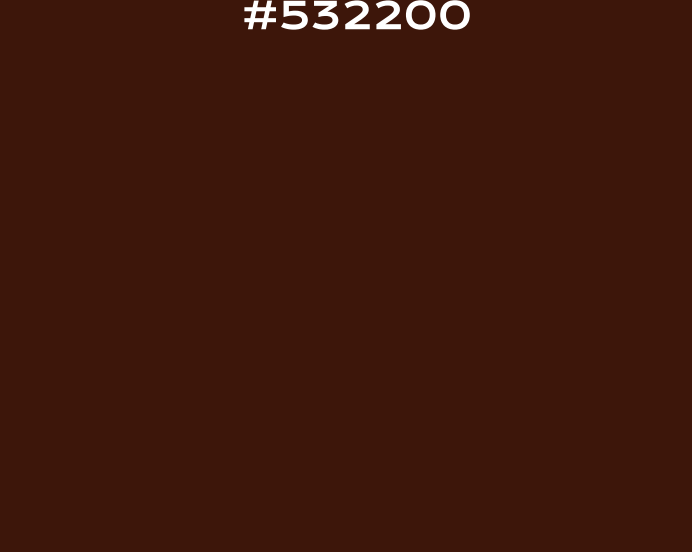
THE LOGO'S TYPOGRAPHY IS A BLEND OF ELEGANCE AND MODERNITY, ACHIEVED THROUGH THE CAREFUL SELECTION OF FONTS. THE PRIMARY TYPEFACE USED IS PLAYFAIR DISPLAY, A SERIF FONT THAT EMBODIES LUXURY AND SOPHISTICATION. THE REFINED SERIFS AND CLASSIC STRUCTURE OF PLAYFAIR DISPLAY SYMBOLIZE TRADITION AND HIGH-END CRAFTSMANSHIP, MAKING IT AN IDEAL CHOICE FOR A BRAND THAT PRIDES ITSELF ON QUALITY AND DETAIL.

PLAYFAIR DISPLAY PAIRS BEAUTIFULLY WITH LIBRE FRANKLIN, A SANS-SERIF FONT USED FOR SUPPORTING TEXT, SUCH AS THE SLOGAN. LIBRE FRANKLIN IS CLEAN, MODERN, AND HIGHLY LEGIBLE, PROVIDING A CONTEMPORARY BALANCE TO THE TRADITIONAL ELEGANCE OF PLAYFAIR DISPLAY. TOGETHER, THESE FONTS CREATE A HARMONIOUS CONTRAST THAT REFLECTS THE BRAND'S BLEND OF CLASSIC LUXURY AND MODERN AESTHETICS.

& Playfair
Libre Franklin

COLOR PALETTE

CHOOSING THE RIGHT COLORS IS CRUCIAL IN LOGO DESIGN, AS COLORS HAVE THE POWER TO EVOKE EMOTIONS, CONVEY MESSAGES, AND SHAPE PERCEPTIONS OF A BRAND. IN THIS LOGO, THE COLOR PALETTE WAS METICULOUSLY SELECTED TO NOT ONLY CAPTURE ATTENTION BUT ALSO TO REFLECT THE ESSENCE OF LUXURY AND SOPHISTICATION THAT THE BRAND STANDS FOR. EACH COLOR WAS CHOSEN WITH INTENTION, ENSURING THAT IT CONTRIBUTES TO THE OVERALL BRAND IMAGE AND RESONATES WITH THE TARGET AUDIENCE.



#532200



#E1A140



#EFCFA0

#532200

THIS DEEP, RICH BROWN EVOKES FEELINGS OF STABILITY, RELIABILITY, AND WARMTH. IT'S OFTEN ASSOCIATED WITH THE EARTH, SYMBOLIZING GROUNDEDNESS AND A STRONG FOUNDATION. THIS COLOR REFLECTS THE BRAND'S COMMITMENT TO QUALITY AND DURABILITY IN THEIR HANDCRAFTED PRODUCTS, GROUNDING THE LOGO IN A SENSE OF TIMELESS LUXURY.

#E1A140

THIS GOLDEN HUE REPRESENTS WEALTH, SUCCESS, AND PRESTIGE. IT'S A COLOR OFTEN LINKED TO LUXURY AND HIGH VALUE, INVOKING FEELINGS OF OPULENCE AND EXCLUSIVITY. THE GOLD COLOR EMPHASIZES THE LUXURIOUS NATURE OF THE BRAND, HIGHLIGHTING THE HIGH-END, PREMIUM QUALITY OF THE PRODUCTS.

#EFCFA0

THIS SOFT, WARM BEIGE SUGGESTS ELEGANCE, SIMPLICITY, AND COMFORT. IT'S A NEUTRAL TONE THAT BALANCES THE BOLDNESS OF THE OTHER COLORS, ADDING A TOUCH OF UNDERSTATED SOPHISTICATION. THIS COLOR SOFTENS THE OVERALL PALETTE, COMPLEMENTING THE BRAND'S IMAGE OF REFINED LUXURY WITHOUT BEING OVERLY OSTENTATIOUS, APPEALING TO A SOPHISTICATED AUDIENCE.